

## ORDER



**Orders**  
**Order / Rev:** 724137 - 1  
**Alt Order #:** 06387149  
**Product Desc:** ARPAIO FOR SHERIFF  
**Estimate:** 328  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 10/26/12 / 10/26/12  
**Order Type:** Political

## KPNX

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Stevens Reed Curcio & Potholm Medi  
**Buying Contact:**  
**Billing Contact:**  
 201 North Union Street, Suite 200  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Joe Arpaio for Maricopa County Sheri  
**Demographic:** A35+  
**Product Codes:** PL-State/Local Misc  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	87	\$57,850.00	\$49,172.50
10/29/12	10/29/12	20	\$15,325.00	\$13,026.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	87	\$57,850.00	\$49,172.50	0.00
November 2012	20	\$15,325.00	\$13,026.25	0.00
<b>Totals</b>	<b>107</b>	<b>\$73,175.00</b>	<b>\$62,198.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/23/12	10/29/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	10	\$350.00	P-1	0.00	NM	10	\$3,500.00
LIVE W KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					10	\$350.00		0.00			
2	KPNX	10/23/12	10/29/12	Tonight Show Tonight Show	CM	1035-1135p	MTWTF--	:30	3	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					3	\$1,400.00		0.00			
3	KPNX	10/23/12	10/29/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	MTWTF--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					5	\$350.00		0.00			
4	KPNX	10/23/12	10/29/12	M-F 11a-12p Today Show III	CM	11a-12p	MTWTF--	:30	8	\$350.00	P-2	0.00	NM	8	\$2,800.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					8	\$350.00		0.00			
5	KPNX	10/23/12	10/29/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Advertiser: Joe Arpaio for Maricopa County Sheriff  
 Product Desc: ARPAIO FOR SHERIFF  
 Estimate: 328  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	KPNX	10/23/12	10/29/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	5		\$300.00		0.00						
6	KPNX	10/23/12	10/29/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	5		\$300.00		0.00						
7	KPNX	10/23/12	10/29/12	M-F 3-4p Ellen	CM	3-4p	MTWTF--	:30	5	\$700.00	P-1	0.00	NM	5	\$3,500.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	5		\$700.00		0.00						
8	KPNX	10/23/12	10/29/12	M-F 4-5p 12 News EVB	CM	4-5p	MTWTF--	:30	10	\$350.00	P-2	0.00	NM	10	\$3,500.00
12 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	10		\$350.00		0.00						
9	KPNX	10/23/12	10/29/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
12 NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	3		\$1,000.00		0.00						
10	KPNX	10/23/12	10/29/12	NBC Nightly News NBC Nightly News	CM	Various	MTWTF--	:30	2	\$3,000.00	P-1	0.00	NM	2	\$4,000.00
NBC NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	2		\$2,000.00		0.00						
11	KPNX	10/23/12	10/29/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	3	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
ARIZ NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	3		\$1,400.00		0.00						
12	KPNX	10/23/12	10/29/12	M-F 6-7a 12 News Today	CM	6-7a	MTWTF--	:30	5	\$550.00	P-2	0.00	NM	5	\$2,750.00
12 NEWS TODAY 4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	5		\$550.00		0.00						
13	KPNX	10/23/12	10/29/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	10	\$750.00	P-2	0.00	NM	10	\$7,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	10		\$750.00		0.00						
14	KPNX	10/23/12	10/29/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	MTWTF--	:30	10	\$500.00	P-1	0.00	NM	10	\$5,000.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	MTWTF--	10		\$500.00		0.00						
15	KPNX	10/27/12	10/27/12	6-7p 12 News Saturday 6p News Now 1hr	CM	6-7p	-----S-	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
12 NEWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	2		\$450.00		0.00						
16	KPNX	10/27/12	10/27/12	SAT TDY NBC Today Show	CM	Saturday Today	-----S-	:30	3	\$500.00	P-1	0.00	NM	3	\$1,500.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	3		\$500.00		0.00						
17	KPNX	10/27/12	10/27/12		CM	Various	-----S-	:30	3	\$500.00	P-1	0.00	NM	3	\$1,500.00

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 Product Desc: ARPAIO FOR SHERIFF  
 Estimate: 328  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Saturday Morning News															
12 News Sat Today															
12 WKD TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					3	\$500.00		0.00			
18	KPNX	10/28/12	10/28/12	SUN TDY	CM	5-9a	-----S	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
NBC Today Show (Su)															
SUNDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					2	\$500.00		0.00			
19	KPNX	10/28/12	10/28/12	Sun 8-10a	CM	Various	-----S	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
12 News Sun Today															
12 NEWS SU WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					2	\$500.00		0.00			
20	KPNX	10/23/12	10/29/12	12 News 10pm M-SU	CM	10-1035p	MTWTFSS	:30	5	\$2,400.00	P-1	0.00	NM	5	\$12,000.00
12 News 10 pm M-Su															
12 NEWS @ 10PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTFSS					5	\$2,400.00		0.00			
21	KPNX	10/23/12	10/28/12	12 News 10pm M-SU	CM	10-1035p	-TWTFSS	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
12 News 10 pm M-Su															
w/ value \$1200 LUR adjustment 10/2-10/7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTFSS					1	\$0.00		0.00			
22	KPNX	10/27/12	10/27/12	Sat Prime C	CM	9-10p	-----S-	:30	1	\$0.00	P-1	0.00	NM	1	\$0.00
Law & Order: SVU															
w/ value \$1475 LUR adjustment 10/2-10/7															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$0.00		0.00			
23	KPNX	10/28/12	10/28/12	Local Prime Special	CM	9-10p	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
12News Connecting Arizona (9:00 PM-10:00 PM)															
for revision shorts on original buy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$1,500.00		0.00			
24	KPNX	10/29/12	10/29/12	M-F 6-7a	CM	6-7a	M-----	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
12 News Today															
for revision shorts on original buy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$550.00		0.00			
25	KPNX	10/29/12	10/29/12	M-F 430-5a	CM	430-5a	M-----	:30	1	\$25.00	P-2	0.00	NM	1	\$25.00
M-F 430-5a															
for revision shorts on original buy															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$25.00		0.00			
N26	KPNX	10/29/12	10/29/12	Mon Prime Other	CM	Various	M-----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
The Voice															
mg															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$4,500.00		0.00			

\*Tax 1 Note: Tax 0.5%.

Totals 107 \$73,175.00